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U.S. News: Web sites promise to teach kids about money while they shop (11/8/99) (U.S. News&World Report)

to buy CDs, T-shirts, Beanie Babies, and books from the confines of her Carmel Valley, Calif., home on a new Web site called RocketCash.com. Da \$100 a month in her RocketCash account, and she can spend it at any of 50 affiliated merchants without having to nag him for his credit-card number.

Children between 5 and 18 years old will spend an estimated \$1.3 billion online by 2002, predicts Jupiter Communications, the Internet research firm. RocketCash, DoughNET, and iCanBuy all went online this year to hook young E-shoppers. More will surely follow—but is that good or bad news for parents who want their kids to learn the value of a dollar? So far, the verdict is mixed.

It's easy to understand why kids like the sites. Mom and Dad deposit a sum in the child's name. The child is free to spend until it's gone, linking to suppliers as CDNow and Delias, whose clothes are adored by teenage girls. At RocketCash, relatives can give gift certificates. iCanBuy lets children make birthday or Christmas wish lists. The Web sites take about 5 percent of each purchase price, but there's no mark-up: The consumer pays the price at the vendor's Web site.

But it's not just about making money, or so the sites say. iCanBuy and DoughNET encourage kids to donate money to charity online. "Ex-Spice Girl" is a big fan of supporting charity," proclaims an iCanBuy screen. "And now she's got a gift for you with ANY donation of \$1 or more to ANY iCanBuy charity."

Two of the three sites advise kids how to save as well as spend. "Our research showed teens really wanted the freedom of acting like adults but were worried about their financial strength and wanted guidance," says DoughNET President Ginger Thomson. Her site posts articles in which teens speak on topics like how to get a prom date or finding a mutual fund that's good for kids, and also has games to help teens learn to spend wisely. iCanBuy provides links to educational financial sites.

Youthful misers can watch their money grow. iCanBuy and DoughNET offer online bank accounts. Through iCanBuy's affiliate, the online bank Security Network Bank, kids can keep their money in a checking account with an impressive 5.83 percent interest rate. Kids can't yet transfer money to their checking account, but they can at DoughNET, which offers a savings account with a 3.2 percent interest rate. "You know where your money is all the time," says 13-year-old Ellen Dahlke of Evergreen Park, Ill., who deposits earnings from baby-sitting as well as her allowance.

RocketCash's philosophy is that teens don't want to be inundated with lessons, says cofounder Carol Kruse. She believes they will learn money management through comparison shopping on the site.

Or perhaps they'll just learn new ways to spend it. "These sites cloak their selling to kids under the financial responsibility mantle," says Kathryn Monahan, president of the consumer group Center for Media Education. "I find that argument hard to buy." She worries that the intense marketing could lead to exploitation, pushing kids into impulse buying.

True, the sites do stress spending, acknowledges Dara Duguay, executive director of Jumpstart, a nonprofit coalition that promotes financial literacy. But financial illiteracy among kids is so high that any venue to start a conversation about money is valuable, she believes. A 1999 study by Yankelovich found that only 29 percent of students say they get "a lot" of parental guidance about money. Other experts say kids have to learn the ways of E-commerce sooner or later. One lesson: Buying a group of items at once keeps down shipping costs.

To reassure parents, the sites let Mom and Dad see a list of what their child bought and restrict the merchants their children can visit. DoughNET allows parents to put a ceiling on individual purchases. RocketCash allows them to select the hours that their kids are allowed to shop online. On iCanBuy, parents put limits on their kids' shopping sprees; fewer than 1 in 10 does on RocketCash.

The sites themselves set some limits, too. iCanBuy pledges to preselect items from its vendors that seem suitable for the 7-to-17 age group that it caters to. DoughNET and RocketCash, which primarily target teenagers, censor X-rated books and videos.

What does this all mean? On DoughNET and RocketCash, a kid can buy a pen shaped like a syringe from a store called UV115, but the pen didn't appear on iCanBuy. Parents, however, can't take anything for granted when it comes to the Web. Until last week, iCanBuy let youngsters purchase

the latest Red Hot Chili Peppers recording, with the sexually explicit song "Get on Top." After a

And so it goes in American households with kids. Now the Web purports to have the solution:

Aimed at kids 8 to 14 and their folks, the site lets users slap a dollar figure on chores and keep track daily. Parents can pay in cash at week's end or in virtual currency, called diditz (read: did its), which are automatically tallied. The AllowanceNet online store has three dozen gifts to bestow upon kids, including diditz, including Pokémon cards, a Purina Cat Hair and Hairball Pack "to . . . protect against the formation of hairballs," and a sports video game. AllowanceNet makes its money from firms like the Flying Noodle, which sponsors a tip reminding kids that an unwatched pot of pasta could overcook.

"This is a great way to look at things that make a family unit run better and put a value on them," says Linda Spitz of Chicago, whose 10-year-old son records chores. But some experts say kids older than 6 shouldn't get cash for pitching in. "Chores promote a sense of belonging," says psychologist Steede, author of

At least AllowanceNet is an equal opportunity rewarder. Kids can assign diditz to Mom and Dad for their duties, such as helping with homework and | catch. Read enough bedtime stories, and that hairball pack could be yours. –

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Exclusive Reports

> From the August 27, 1999 print edition

Saving for the future

New Web venture may revolutionize the way advertisers reach kids

Matthew Swibel Staff Reporter

Many online advertisers believe your kids know more about the Net than you do.

That's why cyber sales teams consider Web-savvy youngbloods to be the biggest potential market -- and the toughest crowd to sell to.

Until now.

Marketing experts believe Nina Benton and her new Web site, AllowanceNet.com, may hold the answer to the Internet-age-old question: How do you market to kids?

When it launches Sept. 13, AllowanceNet -- the first product from District-based Big Change Networks -- will be the latest Internet venture

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designed to capture the minds and wallets of wired 8- to 18-year-olds, who may spend as much as \$1.3 billion online by 2002, according to Jupiter Communications.

But it's the site's advertising model that is drawing attention from interactive marketers. Benton, founder of AllowanceNet, said she already has secured corporate sponsorship agreements collectively worth \$100,000 with the likes of Ralston Purina, the Milk Processors Education Program, the Skin Cancer Foundation, and the Snow Sports Industries Association.

Kurt Graetzer, CEO of the milk organization, is spending about \$50,000 to become one of AllowanceNet's core sponsors. And his is a group that knows how to market: Surely you know his organization's "Got Milk?" and milk moustache ad campaigns.

"This site is worth taking a chance on," Graetzer said, whose program invests less than \$1 million in online ads.

The site's pioneering ad philosophy -- one that integrates brand awareness in a new way -- may have a far-reaching impact, especially as cyberspace's fastest-growing segment becomes bored with "traditional" Web advertising.

Something new for advertisers

AllowanceNet, which helps kids manage their allowance, shuns traditional banner ads, which studies have found kids tend to ignore. Instead, the site's sponsors embed their ads in tips. The site is designed in such a way that when kids clicks on a tip, they also are asking to see the ad.

For example, preteen Mikey needs to feed his dog, but isn't sure what type of dog food is best. He clicks on the "tips" section to help him with this chore and finds food and treats Purina recommends for a healthy doggy appetite.

"The available properties on the Internet have been sorely lacking," Graetzer said. "Buying banners and hot links are not working."

Internet Directory

Local businesses on the web

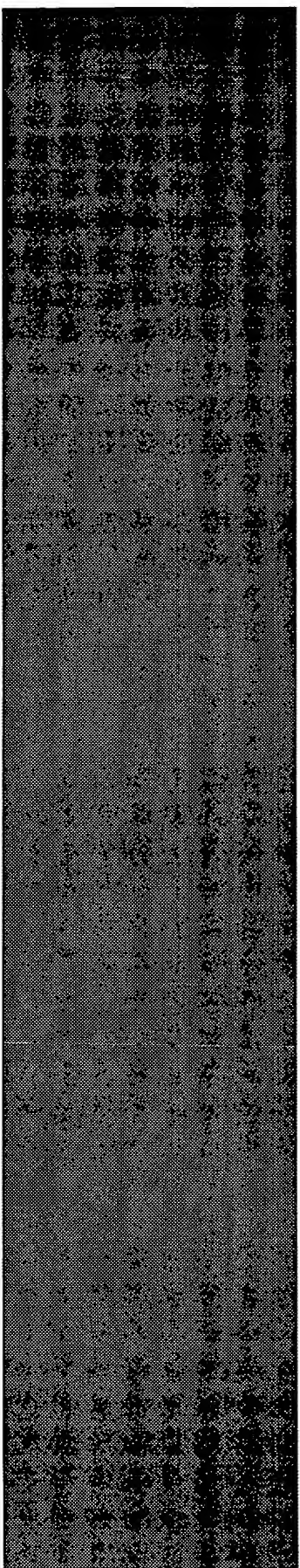
Merchant Services

Start accepting credit cards online.

Office Products

Special deals on equipment, supplies.

Other Services



Mary Haskin, general manager of Kid Connection, a division of Saatchi & Saatchi in New York, represents companies such as General Mills, Betty Crocker and Procter & Gamble.

"The notion of active integration marketing is something we really like because it's about having a marketer's product integrated into the daily routine of these kids," she said.

An "ad" on AllowanceNet, Benton said, runs about \$100,000. The entry fee for advertisers: between \$5,000 and \$200,000.

"Our profits will totally depend on the marketing dollars from sponsorships," Benton said. "That is the name of the game."

Mom, Dad, pay up

It's not only the marketing infrastructure that borders on revolutionary; the basic idea behind AllowanceNet is unusual as well. The site allows children to build and manage their own small business, using their allowance as the start-up capital.

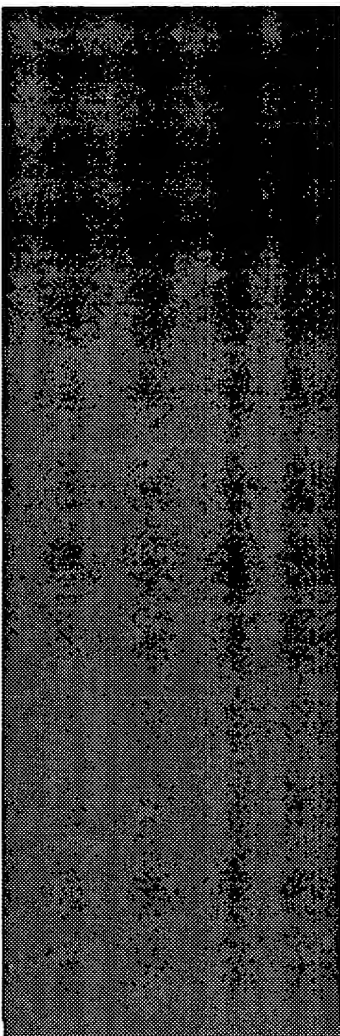
"I have never seen my daughter so excited about cleaning in all of her 11 years," wrote a parent in an e-mail to Benton.

Based on a list of 112 chores, parents decide which ones the child must perform to earn either a weekly cash allowance or points, which the kids redeem for sponsor merchandise.

"We developed AllowanceNet to help kids take personal responsibility for their finances and give them experience and confidence in money matters and business management," said Benton, who already has 4,000 accounts, two weeks before the site officially launches.

However, the folks at one of AllowanceNet's rivals, San Francisco-based Icanbuy.com, question the site's altruistic mission.

"The concern that I have is that you present your parents with a bill for chores," said Peter Herman,



CEO of Icanbuy, a site where teens use a more traditional currency: their parents' credit cards.

Regardless of the method, there's a lot of money to be made off kids, who spend about \$23 billion a year now -- a number that will grow to an estimated \$35 billion by 2002, said Julie Klyce, marketing manager of Selling to Kids newsletter.



"A lot of the sites are trying to get to kids through an educational component," Klyce said. "What you have to remember is that they have grown up with the Web since day one, so doing things on the Net is very natural."




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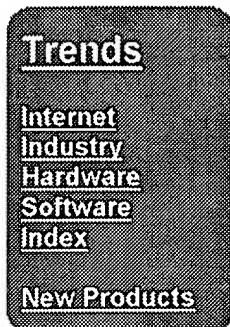
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TODAY'S NEWS AND ANALYSIS

TRENDS

FRONT PAGE

Internet

Online Pocket Money*RocketCash aims to manage teenagers' Web shopping trips.**By Sharon Nash*

June 2, 1999 -- Everybody knows that kids today are more plugged into technology than their parents. Kids teach parents how to use tax software, how to mix MP3s, or even just how to plug the computer in. But one aspect of the wired world is leaving kids behind: e-commerce.

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Teens accounted for more than \$141 billion in retail shopping in 1998 alone, according to eMarketer Research. While almost half of these kids are online, they make only a tiny fraction of their purchases there because most shopping sites require credit card information, and most kids don't have credit cards. Parents are reluctant to hand over their credit cards for many reasons, including kids' access to inappropriate shopping sites, the security risks of kids' handing over personal information, and, of course, big bills.

Enter RocketCash, a company that promises kids ages 10 to 18 a fun online shopping experience that parents can feel secure about. Parents set up free RocketCash accounts for their kids, funded either by credit cards or checks. Parents have the right to approve which stores kids can buy from. Kids enter the shops via the RocketCash Web site, and spend or budget their money as they wish, while parents are secure in the knowledge that they can supervise where and how the kids are shopping. RocketCash works on a commission basis and includes a range of kid-friendly merchants such as Amazon.com, CDNow, eToys, JCrew, and Reel.com.

RocketCash's plan to tap into the online teen spending market may encounter some resistance. "Many parents just aren't as Web savvy as their kids. They're scared of the Web. As much as the RocketCash site offers reassurance as to security, they may prefer

an AOL type environment which is perceived as being secure and private," says Dan Drath, research director at Teenage Research Unlimited. It's also possible that teens might embrace alternative (and more private) methods of online payment, such as debit cards, which would allow them to spend straight from their bank accounts without any parental interference. "Given any high-tech gadget or tool of independence, such as a debit card or smart money, teens will embrace it, for it gives them access they've never had before," says Drath.

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E-Wallets: Safe Online Shopping for Kids

PC World Online; San Francisco; Dec 1, 1999; [Richard Jantz](#);**Sic:514191***Sic:514191***Start Page:** 1-3**Subject Terms:** [Web sites](#)[Electronic commerce](#)**Companies:** [doughNET.com](#)*Sic:514191*[iCanBuy.com](#)[RocketCash Corp](#)*Sic:514191*

Abstract:

Jantz describes three e-commerce sites offering electronic wallet accounts that parents can establish for their children: **DoughNet**, **ICanBuy** and **RocketCash**.

Full Text:

(PC World (c) 1999)

WEB SITES

Last December, hundreds of thousands of shoppers bought their holiday gifts online using credit cards. This year, scores of teenagers are expected to join in the shopping frenzy, but instead of paying with plastic, many will use electronic wallets—online spending accounts. And many parents will breathe easier.

DoughNet, ICanBuy, and RocketCash are three such e-commerce sites where parents can set up special online shopping accounts for their kids. All three are easy to navigate, but RocketCash has the largest number of shops to choose from and the slickest interface for its target audience. DoughNet's interface has the most traditional look (read: business). All three of the sites do business with brand-name merchants, selling everything from clothing and sports equipment to the hottest CDs and videos. DoughNet and ICanBuy also work with some nonprofit organizations to let kids donate money.

Parents can set up account limits, deposit allowances automatically, and monitor each transaction. The level of monitoring varies; parents can control a child's access to certain stores, limit purchases to certain hours, or even require parental approval for each purchase. Setting up an account (via credit card or deposit) is free at each site, and account minimums vary from \$1 to \$15, depending on the Web site. All three of the sites offer debit accounts, which means parents deposit money up front. DoughNet can also use the parent's credit card—which the child never sees—for charges as purchases are made, up to the parents' specified limit.

Each service displays users' balance while they shop. With RocketCash and DoughNet, customers can go directly to merchants' Web sites; ICanBuy provides its own virtual mall, controlling the shopping experience more tightly than the other sites. As expected in business involving children on the Net, each company has strict privacy and security policies. All the sites have Trust-e certification; ICanBuy adds the Better Business Bureau OnLine's as well.

Only DoughNet lets you set up an interest-bearing savings account for your teens, which can help them learn about money management. You can also transfer money from the debit shopping account to savings. DoughNet partners with USAccess Bank, a brick-and-mortar institution, to offer this service. ICanBuy plans to add a similar service.

Undoubtedly, some kids will continue to favor an old-fashioned cash allowance (fewer parental strings). If yours yearn to fill up their own electronic shopping carts, RocketCash will give them the most choices. For extra protection and control for younger kids, visit ICanBuy. And if you want to instill a little fiscal responsibility, try DoughNet.

DoughNet

PRO: \$1 minimum to open account, certified by Trust-e, integrated shopping/banking account option.

CON: May not be snazzy enough to attract teens.

VALUE: Best banking features for teaching teens money management.

Price: free

DoughNet

415/561-0500

("http://www.doughnet.com" TARGET = "_blank") www.doughnet.com

ICanBuy

PRO: \$1 minimum to set up account, certified by Trust-e and BBBOnLine, best privacy protection policies.

CON: No option for an integrated shopping and banking account.

VALUE: Privacy policies make it a good choice for younger children.

Price: free

ICanBuy.com

415/575-3520

("http://www.icanbuy.com" TARGET = "_blank") www.icanbuy.com

RocketCash

PRO: Certified by Trust-e, jazzy site graphics, most places to shop.

CON: \$15 minimum to set up account, no online banking options.

VALUE: Hippest look but emphasizes spending, not donating or responsible saving.

Price: free

RocketCash







650/938-6078

("http://www.rocketcash.com" TARGET = "_blank") www.rocketcash.com

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Cybermall fit for a kid

Money; New York; Nov 1999; Penelope Wang;

Volume: 28
Issue: 11
Start Page: 205-206
ISSN: 01494953
Subject Terms: [Electronic commerce](#)
[Web site reviews](#)
[Teenagers](#)
[Electronic commerce](#)
[Web site reviews](#)
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Classification Codes: **5250:** *Telecommunications systems*
9120: *Product specific treatment*
9190: *US*

Geographic Names: US

Abstract:

*Most parents flinch at the notion of handing over a credit card to their free-spending teens. But the alternative - trailing the kids through the mall as they compare baggy jeans and Backstreet Boys CDs, or fending off their gripes about not getting to go to the mall - are kind of a drag. Parents may be tempted by a new option: signing up kids for a teen-friendly shopping website, where they can make purchases without a credit card and spend no more than parents allow. The major contenders - **RocketCash**, **iCanBuy** and **DoughNet** - are reviewed.*

Full Text:

Copyright Time Incorporated Nov 1999

[Headnote]

Teens can shop on their own at these new websites. But do they rock?

MOST PARENTS FLINCH at the notion of handing over a credit card to their free-spending teens. But the alternatives-trailing your kids through the mall as they compare baggy jeans and Backstreet Boys CDs, or fending off their gripes about not getting to the mall-are, well, kind of a drag. You may be tempted by a new option: signing up your kids for a teen-friendly shopping website, where they can make purchases without a credit card and spend no more than you allow. We put these chaperoned sites to the test by asking six MONEY staffers and their 10- to 17-year-old kids to try out the major contenders: RocketCash, iCanBuy and DoughNet. Their reviews were, like, mixed.

First, here's how the sites work. These online malls let parents set up electronic credit or bank accounts for their kids (minimum balances range from \$1 to \$50). The kids can spend the money at a select group of online stores, such as CDNow, Amazon and dELiA's. You can monitor your children's shopping and even restrict access to

specific retailers. For worthy teens, you can arrange to deposit a regular allowance. All three websites promise to keep your child's financial information secure from marketers.

Whether you'll want to consider these websites depends in part on your family's spending policies, your child's maturity and your comfort with the Net. After viewing the online malls, one staffer with preteen daughters chose to pass. "I'm trying to teach my kids that recreational shopping can lead to bad spending habits," she said. And as you might expect with fledgling sites, both adults and kids found registration difficult and navigation occasionally frustrating. Most kids were unimpressed by the offerings, though some liked the graphics and selections. "There were a lot of my favorite stores," said Sarah Potter, 15. Here's our panel's scoop on the pros and cons of the sites, starting with the most restricted one.

iCanBuy (www.icanbuy.com) This online mall is the equivalent of Internet shopping with training wheels. Unlike the other two online stores, which link kids directly to retailers' websites, iCanBuy provides child-safe, limited-merchandise versions of 25 e-stores, such as designeroutlet.com and [eToys](http://eToys.com). Parents can also arrange to pre-approve all items before the child buys them. To its credit, the site offers links to charities where kids can make donations and to savings and checking accounts (at Security First Network Bank) that pay 2.6% and 5.8% interest, respectively (the 5.8% rate expires in April 2000). What's cool: Kids can post wish lists for parents, friends and relatives seeking gift ideas. You can also find celebrity wish lists—Britney Spears reveals which pair of butterfly slides she prefers (they're blue suede). Not so cool: Inventory is limited, complained Chris Ignatiou, 16, who was puzzled to find only 20 CDs listed on the CDNow page. Noted Chris: "The information for some items was a lot sketchier than you can find on the store's home page." Parents may be annoyed by the lack of an 800 number for technical support or questions. Best for: Preteens and older kids who need close monitoring.

[Photograph]

Caption: Our teen testers, including (from left) Alexis Tucker, Julian Mehu and Chris Ignatiou, gave the sites mixed reviews.

DoughNet (www.doughnet.com) This site's goal is to be a comprehensive teen financial center, offering online banking, charitable giving and investing, as well as shopping. DoughNet falls short in most areas, however; the investing links, for example, are mostly articles and games at other websites. What's cool: With direct links to 31 merchants, the site offers a broad range of choices that include 800.com's electronics, egghead.com's software and Urban Decay clothes. Kids can get a \$20 credit for opening a Dough—Net savings account at USAccess Bank, which pays 3.2% interest. You can choose to be notified by e-mail of your kids' purchases. Not so cool: Poor navigation. "I couldn't access the sites I wanted, even after trying several times," said Alexis Tucker, 13, who instead received messages that retailers were "temporarily unavailable." Best for: Independent shoppers and teens interested in money management.

RocketCash (www.rocketcash.com) With its hypercool graphics and nogrown-ups attitude, this website seems aimed at sophisticated teens. But clearly, younger siblings are sharing the mouse— the best-selling item on RocketCash's top 10 list was a package of Pokemon trading cards. What's cool: The best selection, with links to 46 merchants that include clothing retailer PacSun, the music download site mp3.com and online drugstore Planet Rx. Parents can restrict account access to particular times of day. Not cool: Difficult registration and lack of support. One MONEY parent was unable to sign up even after trying to reach the company "Customer service was a toll call," she reported. "And all you got was a voice mail" Best for: Older teens who need little supervision. Still, don't be surprised if your teen's cybershopping inspires even more trips to the mall.

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THE WALL STREET JOURNAL.

Online: New Web Sites Let Kids Shop, Like, Without Credit Cards

Wall Street Journal; New York; Jun 14, 1999; [By Rebecca Quick](#);

Edition: Eastern edition

Start Page: B1

ISSN: 00999660

Subject Terms: [Online sales](#)

[Teenagers](#)[Web sites](#)[Electronic commerce](#)[Service introduction](#)

Abstract:

Now, three sites have come along that promise a way around that problem. The sites -- **iCanBuy.com**, **DoughNET.com** and **RocketCash.com** -- let parents set up accounts that their children can use to make purchases at participating retailers.

The new sites are attracting the attention of established Web merchants such as CDNow Inc., eToys Inc. and apparel retailer Delia's Inc., which are rushing to link up to the kid specialists. "Some of our retail partners say between 10% and 30% of their customers online are lost because they're under 18" and can't get a credit card, says R. Paul Herman, co-founder of **iCanBuy.com**, San Francisco.

Recognizing that teens are a tough sell, the new sites are trying to be as teen- friendly as possible, even trying to talk the talk of the younger buyer. "**RocketCash.com** gives you the freedom to buy cool stuff like music, clothes, games, videos, whatever," states that site's introductory page. "Use your own money to shop and spend online instead of buggin' your parents each time to use their credit cards."

Full Text:

Copyright Dow Jones & Company Inc Jun 14, 1999

Online merchants have figured out a way to capture a potentially lucrative and largely untapped market: kids.

Teenagers accounted for \$141 billion in retail spending last year. But they and their younger brothers and sisters have been largely excluded from electronic commerce because almost every Web retailer requires payment by credit card.

Now, three sites have come along that promise a way around that problem. The sites -- **iCanBuy.com**, **DoughNET.com** and **RocketCash.com** -- let parents set up accounts that their children can use to make purchases at participating retailers.

The new sites are attracting the attention of established Web merchants such as CDNow Inc., eToys Inc. and apparel retailer Delia's Inc., which are rushing to link up to the kid specialists. "Some of our retail partners say between 10% and 30% of their customers online are lost because they're under 18" and can't get a credit card, says R. Paul Herman, co-founder of iCanBuy.com, San Francisco.

But the ultimate success of the new sites depends on the answers to some crucial questions: Will parents jump at the chance to encourage their kids to shop? And, more important, can anything with such a large element of parental control still appeal to rebellious teens?

Recognizing that teens are a tough sell, the new sites are trying to be as teen-friendly as possible, even trying to talk the talk of the younger buyer. "RocketCash.com gives you the freedom to buy cool stuff like music, clothes, games, videos, whatever," states that site's introductory page. "Use your own money to shop and spend online instead of buggin' your parents each time to use their credit cards."

Early reviews from the target audience are mixed. "It's pretty interesting, I guess," says Andrew Morton, a 14-year-old eighth-grader in Riverwoods, Ill., who was paid to test the DoughNET site before its launch last month. "I'm not really sure I'd use it."

One problem is that for kids, part of the fun of shopping is hanging out with other kids. Another hurdle for the new sites: "If you spend your whole allowance on something, you want an immediate thrill, and you don't get that online," says Irma Zandl, president of Zandl Group, a New York teen-market research firm.

On the other hand, teens are more comfortable online than any other demographic group, and more than eight million of them already use the Internet on a regular basis, according to Jupiter Communications, a New York research firm.

Retailers and parents don't need to pay to participate in the new sites. The shopping site makes its money by taking a percentage — usually 5% to 15% — of every sale it rings up for its retailer partners.

Some of the sites are hoping to entice parents with educational trimmings. DoughNET offers tips and tools to teach kids how to manage their money or invest in the stock market. And to encourage philanthropy, the sites also offer areas where children can choose to donate some of their money to nonprofit organizations.

The companies behind each of the new ventures are all closely held. DoughNET Inc., which has about \$9.5 million in venture-capital funding, just finished its second round of financing led by Mayfield Fund, the Silicon Valley firm. Another investor is Maveron LLC, a fund run by Dan Levitan and Howard Schultz, which also provided funding for eBay Inc.

RocketCash Corp. is funded by a group of Silicon Valley investors led by Bill Krause, formerly the chief executive officer of 3Com Corp. It says it has signed up several hundred accounts since it started business on June 1 and expects to have a total of about 1,000 registered by year end.

The first of the three companies to set up shop, iCanBuy.com, won't disclose who its backers are or how many teens it has signed up since its site became operational in March. It says the average amount in each of its accounts is \$50.

Some of the operators of these sites think that once they hook teenagers as customers, they will be able to hold on to their business in later years when the young consumers have their own credit cards. DoughNET plans to add online banking services for its customers later this summer and envisions a future where its clients continue to use the site even after leaving home for college. "These kids will need a way to pay rent then," says Ginger Thomson, the site's co-founder and president.

For now, some teens are happy just to have a way to buy things online without Mom's or Dad's help.

"I think it's cool," says Amanda Compson, 14, who was another beta tester who practiced with a fake account on the DoughNET site. The Severn, Md., teenager says she plans to set up a real account soon with \$200 she earned baby-sitting. She has even picked out her first purchase: a pair of black dress shoes from Delia's, with clompy heels.

You've Got Credit

Step 1:

Mom or Dad sets up an account with one of the new teen shopping sites, using a credit card to set an initial balance

Step 2:

The teenager signs on to the site with a password and browses at the site's partner Web retailers

Step 3:

The teen clicks on the items wanted, and the shopping site takes care of the payment

Step 4:

Parents can use their own passwords to check up on the teen's buying habits or account balance

Credit: Staff Reporter of The Wall Street Journal

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